



June 28, 2016

Ms. Marlene H. Dortch

Secretary

Federal Communications Commission

445 12th St., SW, Room TW-A325

Washington, D.C. 20554

**Re: Protecting the Privacy of Broadband and Other Telecommunications Services, WC
Docket No. 16-106 ("Broadband NPRM")**

Dear Ms. Dortch:

On June 27, 2016, and in my capacity as Founder and CEO of Atomite, Inc. ("Atomite"), I met with Sherwin Siy, David Brody, Melissa Kirkel, Alex Espinoza, Brian Hurley, Gail Krutor and Brad Bourne from the Wireline Competition Bureau to discuss the Commission's Broadband NPRM. During the meeting we discussed comments filed in the Broadband NPRM proceeding by Atomite on May 25, 2016, in general, and, as reflected in the attached summary presentation, the various ways in which Atomite's TransPrivacy™ data privacy management (DPM) software solution offer the features and functionalities of the "consumer-facing privacy dashboard"¹ and "privacy protection seal"² the Commission inquiries about in the Broadband NPRM, in particular.

Sincerely,
/s/ Jon Fisse

Founder and CEO
Atomite, Inc.
(917) 882-8944
jfisse@atomite.net

¹ Broadband Privacy NPRM at para. 95.

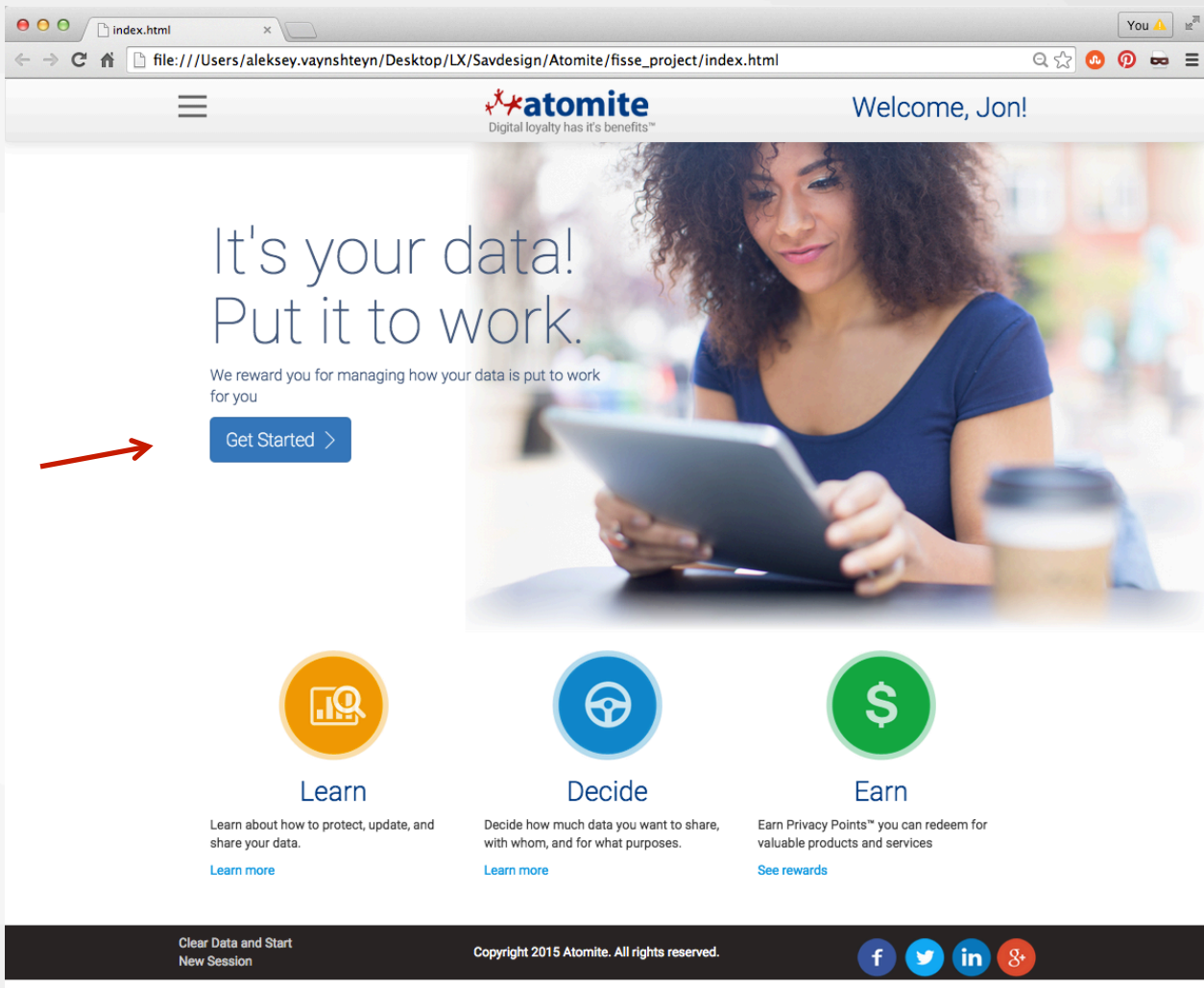
² Broadband Privacy NPRM at para. 257.

Select Atomite Demo Site Screenshots

Homepage

Customer receives a link to a personalized affirmative 'opt-in' start page via several mediums:

- i) A push notice from her wireless carrier asking whether she'd be interested in learning how to put her data to work in exchange for rewards;
- ii) She'd see a similar message when paying her wireless bill or when she's navigated to the 'do not track' option through her mobile device settings and is about to opt-out; and
- iii) She'd see a similar message as part of a general marketing campaign run by her carrier.



The screenshot shows a web browser window displaying the Atomite homepage. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html`. The page header includes the Atomite logo with the tagline "Digital loyalty has it's benefits™" and a personalized greeting "Welcome, Jon!". A large hero section features a woman using a tablet, with the headline "It's your data! Put it to work." and the subtext "We reward you for managing how your data is put to work for you". A blue "Get Started >" button is highlighted with a red arrow. Below the hero section are three circular icons representing the user journey: "Learn" (orange icon with a magnifying glass and bar chart), "Decide" (blue icon with a steering wheel), and "Earn" (green icon with a dollar sign). Each icon has a brief description and a link to learn more or see rewards. The footer contains a "Clear Data and Start New Session" link, a copyright notice for 2015 Atomite, and social media icons for Facebook, Twitter, LinkedIn, and Google+.

index.html

file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html


atomite
Digital loyalty has it's benefits™


Welcome, Jon!


It's your data! Put it to work.

We reward you for managing how your data is put to work for you

[Get Started >](#)


Learn
Learn about how to protect, update, and share your data.
[Learn more](#)


Decide
Decide how much data you want to share, with whom, and for what purposes.
[Learn more](#)


Earn
Earn Privacy Points™ you can redeem for valuable products and services
[See rewards](#)

Clear Data and Start New Session

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Your data

This is the control center. Customer can click 'Enable all' to share all data or click 'Customize' to pick and choose what to share. Customer clicks "Customize."

The screenshot shows a web browser window displaying the Atomite 'Your Data' control center. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc`. The Atomite logo is at the top center, with the tagline 'Digital loyalty has it's benefits™'. A user profile for 'Jon Fisse' is shown in the top right corner, indicating 0 Privacy Points™ and a 'Redeem' button. The main content area is titled 'Your Data' and includes a 'Back' button. It explains that users can click 'Enable all' to allow data to be used 'as is' or 'Customize' to decide what data is put to work, with whom, and for what purposes. Below this, there are four sections, each with an 'Enable all' and a 'Customize' button:

- Your Data**: Select the personal information you choose to put to work. Earn up to 4,600 Privacy Points™. A red arrow points to the 'Customize' button.
- How Your Data Can Be Put to Work**: Choose the marketing methods which can be used to serve you customized ads. Earn up to 900 Privacy Points™.
- Who Can Put Your Data to Work**: Choose who can put your data to work. Earn up to 5,300 Privacy Points™.
- More Ways to Earn Privacy Points™**: Connect us to the data you provided other service providers or answer consumer survey questions to earn more Privacy Points™. Earn up to 5,200 Privacy Points™.

Main data profile

Customer clicks 'Customize' in 'Characteristic Data' box.

The screenshot displays the 'Main Data Profile' page of the Atomite website. The browser address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc/main_data_profile`. The page header includes the Atomite logo and the tagline 'Digital loyalty has it's benefits™'. A user profile for 'Jon Fisse' is shown in the top right corner, indicating 0 Privacy Points and a 'Redeem' button. The main content area lists four data categories, each with a description and two buttons: 'Enable all' and 'Customize'. A red arrow points to the 'Customize' button for the 'Characteristic Data' category.

Category	Description	Points
Characteristic Data	This category contains information about you or others in your household who share your last name (such as age, marital status, education, and presence of children).	Earn up to 900 Privacy Points™
Home Data	This category contains information about your home such as whether you rent or own, property type (single family dwelling, multi-family dwelling) and length of residence	Earn up to 600 Privacy Points™
Household Economic Data	This category contains information about a household's finances such as estimated household income level and preferred payment methods.	Earn up to 700 Privacy Points™
Vehicle Data	This category contains information about vehicles in your household such as make and model, number of vehicles, and auto-insurance renewal date.	Earn up to 700 Privacy Points™

Characteristic data

Customer earns Privacy Points™ for each item of information she enables an Atomite licensee to put to work for marketing purposes. Additional Privacy Points™ are given for updating the information.

The screenshot shows a web browser window with the URL `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc/main_data_profile/characteristic_data`. The page header includes the Atomite logo with the tagline "Digital loyalty has it's benefits™" and a blue box indicating "300 pts.". A yellow callout box on the left says "Update your data to earn even more Privacy Points™". The main form, titled "Characteristic Data", contains the following fields:

Field	Value	Action	Points
Date of Birth	01/01/1955	<input checked="" type="checkbox"/> Allow	+100 pts.
Gender	Male	<input checked="" type="checkbox"/> Allow	+100 pts.
Ethnicity	White	<input checked="" type="checkbox"/> Allow	+100 pts.
Education	Completed High School	<input type="checkbox"/> Allow	0 pts.
Current Occupation	Other	<input type="checkbox"/> Allow	0 pts.
Marital Status	Single	<input type="checkbox"/> Allow	0 pts.
Number of Adults in Household	1	<input type="checkbox"/> Allow	0 pts.
Presence of Children	No	<input type="checkbox"/> Allow	0 pts.
Number of Children	0	<input type="checkbox"/> Allow	0 pts.

On the right side of the form, a summary shows "You Earned 300 Privacy Points™". Red arrows point from the "Allow" buttons for Date of Birth, Gender, and Ethnicity to the "+100 pts." entries in the summary.

Redeem Privacy Points™

Now the customer can redeem
Privacy Points™ for rewards.

The screenshot shows a web browser displaying the Atomite website. The URL bar shows a local file path. The website header includes the Atomite logo and a user profile for Jon Fisse with 8,570 Privacy Points. The main content area is titled "Redeem Your Privacy Points™" and features a grid of redemption options. Each option includes an image of the reward, a points requirement, and a "Redeem" button.

atomite
Digital loyalty has it's benefits™

Jon Fisse
8,570
Privacy Points™
Redeem

Home // Redeem

Redeem Your Privacy Points™

Show: All Available Search

Amazon.com gift card	iTunes Gift Card \$15	STARBUCKS CARD \$10
\$10 - 1000pts	\$10 - 1000pts	\$10 - 1000pts
Redeem	Redeem	Redeem

\$20 _{off} your next wireless bill	Free 1 month of HBO GO	Unlimited data for 1 month
2,000 pts	1,500 pts	1,500 pts
Redeem	Redeem	Redeem